National Cyber Security Awareness Month: Our Shared Responsibility
October 2010

Why endorse National Cyber Security Awareness Month?
Endorsement is a way for you to officially show your support for National Cyber Security Awareness Month and your commitment to cyber security, including any public education and awareness efforts you conduct. Endorsers include companies, nonprofit organizations, school (K-12 and colleges and universities), state and local governments and agencies, and community groups. Endorsement is easy and **does not require** any financial support. As an endorser of National Cybersecurity Awareness Month you will be included:

- In National Cyber Security Awareness Month media materials as appropriate.
- On NCSA's Web site (including a logo, if desired) on the endorsers page. Logos rotate through NCSA's site including the home page.

You can also (no endorsement required):
- Use National Cybersecurity Awareness Month Web banners on your Web site
- Customize and print National Cyber Security Awareness Month posters and collateral materials
- Link directly to StaySafeOnline.org from your Web site

By becoming an endorser, you help demonstrate the broad number of organizations committed to cybersecurity!

Help Us Spread The Word!
We encourage all endorsers to partner with us on events and educate their employees, customers, suppliers, students, etc. By signing the endorsement approval form, your organization has committed to helping educate others about Internet safety and security.

National Cyber Security Awareness Month Mission Statement
National Cyber Security Awareness Month (NCSAM), conducted every October since 2001, is a national public awareness campaign to encourage everyone to protect their computers and our nation's critical cyber infrastructure.

Cyber security requires vigilance 365 days per year. However, the Department of Homeland Security (DHS), the National Cyber Security Alliance (NCSA), and the Multi-State Information Sharing and Analysis Center (MS-ISAC), the primary drivers of NCSAM, coordinate to shed a brighter light in October on what home users, schools, businesses and governments need to do in order to protect their computers, children, and data.

Ultimately, our cyber infrastructure is only as strong as the weakest link. No individual, business, or government entity is solely responsible for cyber security. Everyone has a role and everyone needs to share the responsibility to secure their part of cyber space and the networks they use. The steps we take may differ based on what we do online and our responsibilities. However, everyone needs to understand how their individual actions have a collective impact on cyber security.

National Cyber Security Awareness Month
October 2010
Endorsement Approval Form

National Cyber Security Awareness Month (NCSAM), conducted every October since 2001, is a national public awareness campaign to encourage everyone to protect their computers and our nation's critical cyber infrastructure.

Endorsers of National Cyber Security Awareness Month recognize that individuals, organizations, business and government all share the responsibility to secure their part of cyber space and the networks they use. The steps we take may differ based on what we do online and our responsibilities. However, we all need to understand how individual actions have a collective impact on cyber security.

As an authorized representative of _____ (organization), I, _____ (name), hereby state that our organization agrees with the official Statement of Endorsement and endorses National Cyber Security Awareness Month. I acknowledge that the National Cyber Security Alliance and its partners may list our organization's name as an official endorser of National Cyber Security Awareness Month.

Name:_____

Title:_____

Organization (as it should be listed by us): _____

Category: (check one)

__Industry   __Government   __ Education   __ Association/Non-Profit

We: ___will provide a logo (NCSA will contact you with technical specifications)

          ___will not provide a logo

URL to use in a link _____

Contact Phone: _____

Contact Email: _____

_____ I wish to join the NCSA Mailing List.

National Cyber Security Awareness Month 2010 Activities

_____**YES,** we will post the National Cyber Security Awareness Month Web banner.

_____YES, we are holding an event for National Cyber Security Awareness Month.

_____YES, please list the event on NCSA's calendar. Please submit information about your event online at www.staysafeonline.org/content/events. (You may also mail or fax your event information using the downloadable form found on the event submission page.)

_____YES, we will share event metrics with NCSA.

Please send this completed form to Joyce Perhac *via* email at joyce@staysafeonline.org or fax at (412) 372-8136.

Note: The Board of Directors of the National Cyber Security Alliance reserves the right to review organizations wishing to endorse.

Help us understand the reach of National Cybersecurity Awareness Month this is optional but we would like to know:

Your primary audience:

__Home User   ___Business   _K-12 education

___Higher education   ___Employees   ___Customers

___Other (please specify)

Provide an estimate of the number of people you hope to reach:_____

What could NCSA provide that would make it easier for you to conduct awareness activities:_____